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## About FTD

Founded in 1910, FTD is the largest floral company in the world. The leader in quality, artistry and dependability, FTD connects approximately 21,000 North American retail florists and supports an international floral delivery network of 54,000 affiliated FTD Florists in 154 countries. FTD can deliver products to 99.8% of the U.S. population. FTD stands behind a 100% satisfaction guarantee on all orders sent through FTD for delivery within the U.S. and Canada.

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### Our Roots

On August 18, 1910, fifteen American retail florists agreed to exchange orders for out-of-town deliveries. Originally called "Florists' Telegraph Delivery", FTD was the world's first flowers-by-wire service. Fifty-five years later, FTD expanded to include international transactions. The company was renamed "Florists Transworld Delivery" to reflect its growing worldwide presence.



In 1914, FTD adopted the classic figure of Mercury as its official logo. With worldwide visibility, the gold "Mercury Man" is the third most recognized logo in the world. It has become the floral industry's emblem of quality.

### Mercury Network

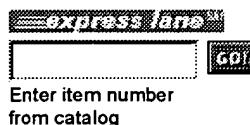
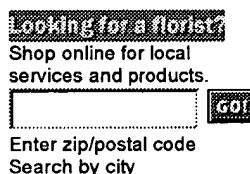
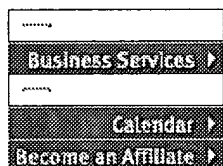
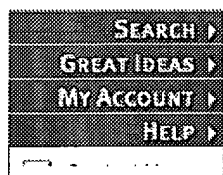
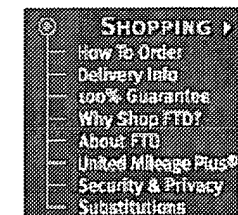
The "Floral Information Superhighway", the Mercury Network is the premier electronic network used by all major wire services in the floriculture industry to process wire orders and messages. It processes approximately 15 million orders and messages annually. The Mercury Network also provides FTD Florists with telemarketing services and PC-based business management applications software.

Learn more about how your order is processed over the Web and through our network.

### FTD.COM

FTD.COM is the consumer direct marketing arm of FTD, designed to provide consumers with easy and convenient access to FTD's quality products and services. FTD.COM offers centralized order-gathering over the Internet and phones 24 hours a day, 7 days a week, and order distribution to FTD Florists for fulfillment. FTD.COM offers the FTD Florists' Satisfaction Guarantee on all wire orders sent through FTD.

Expanding upon its 1-800-SEND-FTD telephone number, FTD.COM launched its service across the Internet in 1994, and was one of the first full-service



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floral providers on the Web. Online customer feedback for FTD.COM has been overwhelmingly positive; the site has been praised for its ease of use, and its state-of-the-art reminder service.

FTD.COM is not one site, but thousands of sites, hosting over 2000 web sites for local FTD florists as well as co-branded sites for such companies as Yahoo, Netscape, Better Homes and Gardens, Kroger and EDS. FTD Florists™ Online is the largest network of florists offering shopping services on the Web.

### **FTD Marketplace**

Marketplace is the "General Store" where FTD Florists can purchase various FTD products. It is also a major source of floral supplies. Marketplace works with FTD Florists, helping them to:

- Source containers, gourmet products, gift items and related accessories worldwide to meet the high quality standards FTD maintains for its nationally advertised products.
- Work with world class FTD floral designers to create beautiful and unique branded products.
- Develop partnerships with other brands such as Disney™ and M&M's™ to provide customers with fun and trendy products they want right now.



Headquartered in Sanford, Maine, Renaissance Greeting Cards is a wholly-owned subsidiary of FTD and a major player in the billion-dollar greeting card industry. Purchased by FTD in 1992, Renaissance provides consumers award-winning designs on recycled paper for all occasions. Founded in 1977 by two college friends, cards by Renaissance are sold in many FTD floral shops nationwide.

### **The Word on the Street**

What are people saying about FTD and FTD.COM? Visit our [Press Room](#) for the latest scoop, or browse our [customer testimonials](#).

### **Want to Know More?**

If you have a specific question about FTD or the services provided at FTD.COM, [e-mail us](#) anytime, day or night.

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